

DAVIS COUNTY TOURISM PROFILE

County Indicator	2006	2007	2008	% Change 2007-2008	State Ranking
DEMOGRAPHIC					
Population	286,547	296,029	301,915	2.0%	3
Total Non-Ag Employment	100,542	103,686	103,398	-0.3%	3
Non-Ag Avg Monthly Wage	\$2,849	\$2,903	2,986	2.9%	9
Per Capita Income	\$30,493	\$31,483	31,915	1.4%	5
Unemployment Rate	2.9%	2.6%	3.3%	26.9%	20
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)**	\$441.2	\$511.4	\$528.7	3.4%	4
Travel & Tourism Related Employment**	9,426	7,112	7,419	4.3%	3
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending**	\$16.1	\$48.7	\$50.4	3.5%	4
Transient Room Tax	\$623.3	\$947.3	\$1,105.6	16.7%	6
Restaurant Tax	\$2,459.7	\$2,712.4	\$2,841.9	4.8%	3
Car Rental Tax	\$344.9	\$399.6	\$400.6	0.3%	4
Gross Taxable Retail Sales (millions)	\$3,723.5	\$3,986.2	\$3,912.7	-1.8%	3
REGIONAL VISITATION COUNTS					
S.L. Airport Passengers	21,557,646	22,045,233	20,790,400	-5.7%	
Lagoon Amusement Park	1,200,000	1,400,000	1,340,000	-4.3%	
Willard Bay S.P.	325,933	192,224	159,424	-17.1%	
This Is The Place Heritage Park	88,500	360,000	394,739	9.6%	
Antelope Island S.P.	250,886	281,266	256,901	-8.7%	
Great Salt Lake S.P.	138,763	250,478	214,127	-14.5%	
East Canyon S.P.	95,543	98,010	98,010	0.0%	
Golden Spike N.H.S.	45,341	44,872	39,995	-10.9%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2007 - 2008 calculations

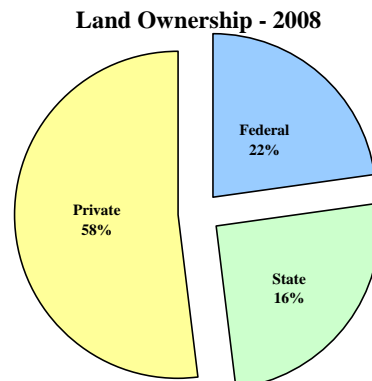
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Land Ownership - 2008	No. of Acres	% Total
Total Acres in County	173,291	100.0%
Federal Government	44,353	25.6%
BLM	330	0.2%
US Forest Service	38,193	22.0%
National Park Service	--	--
National Wildlife Service	--	--
Other •	5,830	3.4%
State Government	48,804	28.2%
Utah State Parks & Recreation	27,498	15.9%
Utah State Wildlife Reserves	321	0.2%
State Trust Lands	30	0.0%
Other ••	20,955	12.1%
American Indian	--	--
Private*	101,113	58.3%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land



Davis County Tourism Profile

